

Requirements for the Board of Tourism Development (as described in S.B. 1002)

- The board shall advise the Governor's Office of Economic Development on the office's planning, policies, and strategies and on trends and opportunities for travel development that may exist in various areas of the state.
- The board shall consist of **13 members** appointed by the governor to **four-year terms of office** with the consent of the Senate.
- The governor shall, at the time of appointment or reappointment, adjust the length of terms to ensure that the terms of board members are staggered so that approximately half of the board is appointed every two years.
- The members may not serve more than two full consecutive terms unless the governor determines that an additional term is in the best interest of the state.
- Not more than seven members of the board may be of the same political party.
- The members shall be representative of all areas of the state with six being appointed from separate geographical areas and a diverse mix of business ownership or executive management of tourism related industries.
 - The geographical representatives shall be appointed as follows:
 - One member from **Salt Lake, Tooele, or Morgan County**;
 - One member from **Davis, Weber, Box Elder, Cache, or Rich County**;
 - One member from **Utah, Summit, Juab, or Wasatch County**;
 - One member from **Carbon, Emery, Grand, Duchesne, Daggett, or Uintah County**;
 - One member from **San Juan, Piute, Wayne, Garfield, or Kane County**;
 - One member from **Washington, Iron, Beaver, Sanpete, Sevier, or Millard County**.
 - The tourism industry representatives of ownership or executive management shall be appointed as follows:
 - One member from ownership or executive management of the **lodging industry**, as recommended by the lodging industry for the governor's consideration;
 - One member from ownership or executive management of the **restaurant industry**, as recommended by the restaurant industry for the governor's consideration;
 - One member from ownership or executive management of the **ski industry**, as recommended by the ski industry for the governor's consideration;
 - One member from ownership or executive management of the **motor vehicle rental industry**, as recommended by the motor vehicle rental industry for the governor's consideration;
 - One member shall be appointed at large from **ownership or executive management of business, finance, economic policy, or the academic media marketing community**.
 - One member shall be appointed from the **Utah Tourism Industry Coalition** as recommended by the coalition for the governor's consideration.
 - One member shall be appointed to **represent the state's counties as recommended by the Utah Association of Counties** for the governor's consideration.
 - The governor may choose to disregard a recommendation made for a board member, and the governor shall request additional recommendations if recommendations are disregarded.

- When a vacancy occurs in the membership for any reason, the replacement shall be appointed for the unexpired term from the same geographic area or industry representation as the member whose office was vacated.
- Seven members of the board constitute a quorum for conducting board business and exercising board powers.
- The governor shall select one of the board members as chair and one of the board members as vice chair, each for a four-year term as recommended by the board for the governor's consideration.
- **Members shall receive no compensation or benefits for the services, but may receive per diem and expenses incurred in the performance of the member's official duties** at rates established by the Division of Finance. Members may decline to receive per diem expenses for their service.
- **The board shall meet monthly or as often as the board determines to be necessary at various locations throughout the state.**
- **Members who may have a potential conflict of interest in consideration of fund allocation decisions shall identify the potential conflict prior to voting on the issue.**
- The board shall determine attendance requirements for maintaining a designated board seat.
 - If a board member fails to attend according to the requirements established by the board, the board member shall be replaced upon written certification from the board chair or vice chair to the governor.
 - A replacement appointed by the governor shall serve for the remainder of the board member's unexpired term.
- The board's office shall be in Salt Lake City.
- **The board shall have authority to approve a tourism program of out-of-state advertising, marketing, and branding,** taking into account the long-term strategic plan, economic trends, and opportunities for travel development on a statewide basis, as a condition of the distribution of funds to the office from the Tourism Marketing Performance Account.
- The board shall review the office programs for coordination and integration of advertising and branding themes to be used whenever possible in all office programs, including recreational, scenic, historic, and tourist attractions of the state at large.
- The board shall encourage and assist in coordination of the activities of persons, firms, association, corporations, civic groups, and governmental agencies engaged in publicizing, developing, and promoting the scenic attractions and tourist advantages for the state.
- **The board shall advise the office in establishing a Cooperative Program** from the monies in the Tourism Marketing Performance Account **for use by cities, counties, nonprofit destination marketing organizations, and similar public entities** for the purpose of supplementing monies committed by these entities **for advertising and promotion to and for out-of-state residents** to attract them to visit sites advertised by and attend events sponsored by these entities.
 - **The Cooperative Program shall be allocated 20% of the revenues from the Tourism Marketing Performance Fund**

- **The office, with *approval* from the board, shall make establish eligibility, advertising, and timing requirements, and criteria and provide for an approval process for applications**
- An application from an eligible applicant to receive monies from the Cooperative Program must be submitted on or before the appropriate date established by the office
- Cooperative Program monies not used in each fiscal year shall be returned to the Tourism Marketing Performance Account
- The board may solicit and accept contributions of moneys, services, and facilities from any other sources, public or private, and shall use these funds for promoting the general interest of the state in travel and tourism
 - The board may establish subcommittees for the purpose of assisting the board in an advisory role only.
- **The board may not (except as otherwise noted above) make policy related to the management or operation of the office.**